



WLK
787 Lombardi Ave
Green Bay, WI 54304

Nonbox Eisner
5307 S 92nd St
Hale Corners, WI 53130

Contract # 2656346

Schedule Dates 10/10/16-10/16/16
Advertiser Reform America Fund (112532)
Agency Nonbox Eisner (5242)
Product POLITICAL ISSUE (ns) (1187)
Brand RAE-W/O 1010 AO (868355)
Salesperson HOUSE-GREEN BAY, WLK/WCWF (3961)
Sales Office WLK/WCWF
Buyer Name Kassa, Emilie
Phone/Fax /
CPE RAE-W/O 1010 AO
Account Types Local/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments Political issue-local.

Date Entered 10/06/16
Last Modified
Entered By Megan Bles
CO-OP No
Headline #
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,937.50
Net Total \$22,312.50
Sales Tax

Green Bay (WLK)		
By Broadcast Month	Spots	Rate
Oct. 2016	41	\$26,250.00
Grand Total:	41	\$26,250.00

WB 10/6

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (NewL) on credit hold / Football	10/15/16-10/15/16	3	:30	6:30P-10P (CST)								2	2	\$250.00	\$500.00	Green Bay (WLK)	COLLEGE FOOTBALL	10/6/16
Est 2.0	Unapproved (NewL) on credit hold / SPOT	10/10/16-10/14/16	2	:30	10A-11A (CST)		1	1	1	1	1			5	\$300.00	\$1,500.00	Green Bay (WLK)	LIVING	10/6/16
Est 3.0	Unapproved (NewL) on credit hold / SPOT	10/10/16-10/14/16	2	:30	9A-10A (CST)		1	1	1	1	1			5	\$750.00	\$3,750.00	Green Bay (WLK)	LIVE WITH KELLY	10/6/16
Est 4.0	Unapproved (NewL) on credit hold / SPOT	10/10/16-10/14/16	1	:30	12P-1P (CST)		1	1	1	1	1			5	\$250.00	\$1,250.00	Green Bay (WLK)	DOCTORS	10/6/16
Est 5.0	Unapproved (NewL) on credit hold / SPOT	10/10/16-10/14/16	2	:30	11A-12P (CST)		1	1	1	1	1			5	\$250.00	\$1,250.00	Green Bay (WLK)	RACHAEL RAY	10/6/16
Est 6.0	Unapproved (NewL) on credit hold / SPOT	10/10/16-10/14/16	1	:30	4:30P-5P (CST)		1	1	1	1	1			5	\$1,000.00	\$5,000.00	Green Bay (WLK)	JUDGE JUDY	10/6/16
Est 7.0	Unapproved (NewL) on credit hold / News	10/15/16-10/15/16	2	:30	7A-8A (CST)							1		1	\$500.00	\$500.00	Green Bay (WLK)	GDW	10/6/16
Est 8.0	Unapproved (NewL) on credit hold / SPOT	10/10/16-10/14/16	1	:30	4P-4:30P (CST)		1	1	1	1	1			5	\$1,000.00	\$5,000.00	Green Bay (WLK)	JUDGE JUDY	10/6/16
Est 9.0	Unapproved (NewL) on credit hold / News	10/16/16-10/16/16	3	:30	10P-10:30P (CST)								1	1	\$750.00	\$750.00	Green Bay (WLK)	NEWS AT NINE	10/6/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WLUX
787 Lombardi Ave
Green Bay, WI 54304

Nonbox Eisner
5307 S 92nd St
Hale Corners, WI 53130

Contract # 2656346

Schedule Dates: 10/10/16-10/16/16
Advertiser: Reform America Fund (112532)
Agency: Nonbox Eisner (5242)
Product: POLITICAL ISSUE (ns) (1187)
Brand: RAF-W/O 1010 AO (868355)
Salesperson: HOUSE-GREEN BAY, WLUX/WCWF (3961)
Sales Office: WLUX/WCWF
Buyer Name: Kassa, Emilie
Phone/Fax: /
CPE: RAF-W/O 1010 AO
Account Types: Local/Political Issue Agency BRD
Billing Type: Weekly/Irregular
Comments: Political issue- local.

Date Entered: 10/06/16
Last Modified: Megan Bies
Entered By: No
CO-OP: No
Headline #: A35+R
Demo: Normal
Order Type: Normal
Package Deal: Normal
Commission %: 15.00
Commission: \$3,937.50
Net Total: \$22,312.50
Sales Tax:

Green Bay (WLUX)		
By Broadcast Month	Spots	Rate
Oct. 2016	41	\$26,250.00
Grand Total:	41	\$26,250.00

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 10.0	Unapproved (NewL) on credit hold / Prime	10/10/16-10/10/16	3	:30	7p- FOX-Gotham (Monday)	1								1	\$750.00	\$750.00	Green Bay (WLUX)	GOTHAM	10/6/16
Est 11.0	Unapproved (NewL) on credit hold / Prime	10/12/16-10/12/16	1	:30	7p- FOX-Lethal Weapon (Wednesday)				1					1	\$1,000.00	\$1,000.00	Green Bay (WLUX)	LETHAL WEAPON	10/6/16
Est 12.0	Unapproved (NewL) on credit hold / News	10/10/16-10/14/16	2	:30	10p- 10:35p (CST)	1	1	1	1	1	1			5	\$1,000.00	\$5,000.00	Green Bay (WLUX)	NEWS AT TEN	10/6/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WLUK-GREEN BAY, WI	Date: 10/6/16
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I, William Eisner & Associates, dba Nonbox
do hereby request station time concerning the following issue:

2016 Presidential Race

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

This broadcast time will be used by: Reform America Fund

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

Reform America Fund
PO BOX 44
Black Creek, WI 54106

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

Lorri Pickens-Treasurer

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

10/6/16

Date

Emilie Kassa

Signature

Digitally signed by Emilie Kassa
DN: cn=Emilie Kassa, o=nonbox, ou,
email=emilek@nonbox.com, c=US
Date: 2016.10.06 11:26:32 -05'00'

414-425-8800

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted


Signature

☐ Accepted in Part

Cancer Sam
Printed Name

☐ Rejected

LSM
Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots “communicating a political matter of national importance” air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC’s online political files include a folder for “Terms and Disclosures.” NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.